

ADVERTISING IN THE TRI-COUNTY SPORTSMEN’S LEAGUE (“TCSL”) NEWSLETTER

Advertisements should be received by the editor (preferably via email) by the 20th of the month to be printed in the next issue. Ads should be submitted in PDF or JPEG format; however, high-quality hard-copy ads can be accommodated. No ads will be accepted over the phone. Please include your TCSL membership number to be eligible for member pricing. Rates are subject to change. Discounted rates are shown for ads run in 6 or 12 consecutive issues. Full payment must accompany advertisement. All advertising decisions are made by the Editor until such time as modified by the TCSL Board.

Advertisements will be accepted on a case-by-case basis. TCSL reserves the right to refuse any advertisement that is not considered to be in the best interest of the organization or its members. The newsletter editor reserves the rights to edit all submissions for space and clarity. The TCSL Newsletter is published twelve times per year and distributed to TCSL’s approximately 700 members. Most members receive an email link to a PDF of the newsletter posted on the TCSL website <http://www.tcsl.org/>, but a few still request delivery of a paper version. Approximately 35 black and white paper copies are distributed monthly in addition to the electronic distribution. Questions should be directed to Val Kabat, Editor, at newsletter@tcsl.org.

Advertising Fees

Approximate Size (HxW)	Members			Non-Members		
	1 Issue	6 Issues	12 Issues	1 Issue	6 Issues	12 Issues
Classified (2 lines 8pt. type)	\$0	\$0	\$0	\$5	\$25	\$50
Mini (.75”x2.4”)	\$5	\$25	\$50	\$10	\$50	\$100
Business Card (2”x3.4”)	\$10	\$50	\$100	\$15	\$75	\$150
1/4 Page (4.8”x3.4”)	\$20	\$100	\$200	\$30	\$150	\$300
1/3 Page (9.6”x2.4”)	\$25	\$125	\$250	\$40	\$200	\$400
1/2 Page (4.8”x7”)	\$30	\$150	\$300	\$45	\$225	\$450
Full Page (9.6”x7”)	\$45	\$225	\$450	\$65	\$325	\$650

Fee Policy According to Type of Event, Product, or Service

Type of Advertisement	Fee (if any) for Advertisement or Equivalent-Sized Article
General Products and Services Unrelated to TCSL Approved Classes or Events	Members: Member Ad Rate Non-Members: Non-Member Ad Rate
TCSL Approved Classes or Events Where 30% of Gross Receipts are Paid to TCSL for Use of the Facilities	Members: 30% Off Member Rate Non-Members: 30% Off Non-Member Rate
TCSL Approved Classes or Events Where 20% of Gross Receipts are Paid to TCSL for Use of the Facilities	Members: 20% Off Member Rate Non-Members: 20% Off Non-Member Rate
“Off Campus Classes” as Defined in TCSL Bylaws	Members: Member Ad Rate Non-Members: Non-Member Ad Rate
Approved TCSL Youth Classes in Which the Instructor is Not Being Compensated (Not Including Compensation for Course Materials)	No Charge
TCSL Approved Community Service Events and Activities, and TCSL Sponsored Events and Activities	No Charge
Events approved for the TCSL Event Calendar will be shown on the newsletter calendar at no charge. If the newsletter contains a generic list of coming events, approved calendar events may also be shown in such lists at no charge.	

ORDER FORM

Tri-County Sportsmen's League Newsletter Advertisement

Number of issues ad is to run: _____

First month ad is to run: _____

Last month ad is to run: _____

Mail check (payable to Tri-County Sportsmen's League) to:

Treasurer
Tri-County Sportsmen's League
8640 Moon Road
Saline, MI 48176

Email your ad to the Editor at newsletter@tcsl.org or attach camera-ready artwork.

CONTACT NAME _____

ORGANIZATION NAME _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

CONTACT PHONE _____ **MEMBER #** _____

PAYMENT ENCLOSED OF \$ _____

Special Instructions (if any):

TCSL reserves the right to refuse any advertisement that is not considered to be in the best interest of the organization or its members.